

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. -12. (Canceled)

13. (Previously Presented) In a computer usable memory, a data structure for coordinating the combined matching of a card and an item ordered on line from a vendor web site, the data structure comprising:

- A. data identifying one of a plurality of card templates;
- B. data identifying any modifications to the identified card template;
- C. data associating the card with the item ordered on line from a vendor web site, the identified card selected independent of the item ordered on line;  
and
- D. data identifying the location where the item ordered on line physically resides and where the card is to be printed and matched with the item ordered on line for shipment therewith as a combined parcel.

14. (Previously Presented) The data structure of claim 13 wherein the data associating the card with the item ordered on line from a vendor web site comprises data defining a vendor identifier.

15. (Previously Presented) The data structure of claim 13 wherein the data associating the card with the item ordered on line from a vendor web site comprises data defining a vendor transaction identifier.

16. (Previously Presented) The data structure of claim 13 further comprising data defining a vendor network address.
17. (Previously Presented) The data structure of claim 13 wherein the data defining modifications to the card comprises one of digital image data and scanned data.
18. (Previously Presented) A method comprising:
- A. selecting a card from one of a plurality of cards accessible at a first web site;
  - B. modifying the card;
  - C. transmitting at least one of a card identifier and data modifying the card to a remote location over a computer network;
  - D. authorizing printing of the card in combination with the modifications at a location where an item that has been ordered on line from one of a vendor web site and the first web site physically resides and with which the card is associated; and
  - E. authorizing matching and shipment of the card with the item that has been ordered on line as a combined package, the card selected independent of the item ordered on line.
19. (Previously Presented) A computer system connectable to a computer network comprising:
- A. a processor;
  - B. a memory coupled to the processor for storing a plurality of cards;
  - C. a network interface coupled to the processor and the memory to allow network access to the plurality of cards;
  - D. program logic configured to receive data identifying one of the plurality of cards and further defining modifications to the card;

- E. program logic configured to receive data associating the card with an item that has been ordered on line from a vendor web site, the identified card selected independent of the item ordered on line;
- F. program logic configured to transmit, over a computer network to a system located where the item ordered on line is located, one of the data identifying the card and modifications to the card, and the data associating the card with the item has been ordered on line; and
- G. program logic configured to print, at the location where the item ordered on line is located, the modified card to enable matching and shipment of the printed modified card with the item ordered on line as a combined package.

20.-24. (Canceled)

25. (Previously Presented) A method for associating customized greeting cards with items ordered on line comprising:

- (A) maintaining a network accessible compilation of cards;
- (B) receiving data identifying one of the cards;
- (C) receiving data defining modifications to the card ;
- (D) printing the card in combination with the modifications at a remote location where an item, that has been ordered on line from a vendor web site, physically resides, the identified card selected independent of the item ordered on line;
- (E) matching the printed card with the item that has been ordered on line from a vendor web site and which is associated with a recipient; and
- (F) initiating shipment of the combination of the printed card and item that has been ordered on line from the vendor web site to the recipient.

26. (Cancelled)

27. (Previously Presented) The method of claim 25 wherein (D) further comprises:

- (D1) printing, on a panel of the card, a data reference comprising at least one of an item identifier and vendor transaction identifier thereon.
28. (Previously Presented) The method of claim 27 wherein (E) further comprises:  
(E1) using the data reference printed on the card to match the printed card with the item that has been ordered online from the vendor web site and which is associated with a recipient.
29. (Previously Presented) A method of virtual shopping for an on line item and a personalized greeting card comprising:  
(A) accessing a vendor web site offering a plurality of items for on line ordering;  
(B) ordering an item on line from the vendor web site;  
(C) identifying a recipient;  
(D) accessing a card web site from a link associated with the vendor web site;  
(E) selecting at the card web site one of a plurality of greeting cards;  
(F) defining personalized modifications to the selected greeting card;  
(G) authorizing printing of the selected greeting card in conjunction with the personalized modifications at a location where the item, that has been ordered on line from the vendor web site, physically resides; and  
(H) authorizing shipment of the printed greeting card, selected from the card web site, with the item ordered online, from the vendor web site, as a combined package to the identified recipient, the identified greeting card selected independent of the item ordered on line.
30. (Previously Presented) The method of claim 29 wherein (E) comprises:  
(E1) viewing the personalized modifications to the selected greeting card in WYSIWYG format.
31. (Previously Presented) A method comprising:  
(A) offering a plurality of items for on line ordering from a network accessible first web site;

- (B) receiving data identifying an item ordered on line from the first web site;
- (C) receiving data identifying a recipient;
- (D) providing a link to a network accessible compilation of greeting cards;
- (E) receiving data identifying one of the plurality of greeting cards, the identified greeting card selected independent of the item ordered on line;
- (F) receiving data defining personalized modifications to the identified greeting card;
- (G) printing the identified greeting card in conjunction with the personalized modifications at a location where the item ordered on line physically resides;
- (H) matching and combining the printed personalized greeting card and the item ordered online as a combined card and item parcel; and
- (I) shipping the printed personalized greeting card and the item ordered online as a combined card and item parcel to the identified recipient.

32. (Previously Presented) The method of claim 31 wherein the data defining personalized modifications to the identified greeting card comprises data representing one of a digital image and scanned information.

33. (Previously Presented) The method of claim 31 wherein (G) comprises:

(G1) printing, on a side of the personalized greeting card, a reference to a data value selected from the group consisting of a card identifier, modification identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.

34. (Previously Presented) The method of claim 33 wherein (H) comprises:

(H1) utilizing the reference on the personalized greeting card to locate the item ordered online.

35. (Previously Presented) A method comprising:

(A) offering a plurality of items for on line ordering from a first network accessible web site;

(B) receiving data identifying at least one item ordered on line from the vendor web site;

(C) receiving data identifying a recipient;

(D) offering a plurality of greeting cards for on line ordering in association with the first web site;

(E) receiving data identifying one of a plurality of greeting cards, the identified greeting card selected independent of the item ordered on line ;

(F) receiving data defining personalized modifications to the identified greeting card;

(G) storing data associating the at least one item ordered on line with the identified greeting card and personalized modifications thereto;

(H) printing the identified greeting card in conjunction with the personalized modifications and a reference to the data associating the at least one item ordered on line with the greeting card;

(I) combining the printed personalized greeting card and the at least one item ordered online as a combined card and item package; and

(J) shipping the combined card and item package to the identified recipient.

36. (Previously Presented) A method comprising:

(A) offering a plurality of items for on line ordering over a network accessible web site;

(B) receiving data identifying at least one item ordered on line from a vendor web site;

(C) receiving data identifying a recipient;

(D) offering a plurality of greeting cards for on line ordering in association with the vendor web site;

(E) receiving data identifying one of a plurality of greeting cards, the identified greeting card selected independent of the item ordered on line;

(F) receiving data defining personalized modifications to the identified greeting card;

(G) storing order data associating the at least one item ordered on line with the identified greeting card and personalized modifications thereto;

(H) transmitting the order data to a location where the at least one item ordered on line is physically located;

(I) printing the identified greeting card in conjunction with the personalized modifications and a reference to the data associating the at least one item ordered on line with the greeting card;

(J) combining the printed personalized greeting card and the at least one item ordered online as a package; and

(K) shipping the combined card and item package to the identified recipient.

37. (Previously Presented) The method of claim 18 wherein (B) further comprises:

(B1) viewing the modifications to the card in WYSIWYG format.

38. (Previously Presented) The method of claim 18 wherein the data modifying to the card comprises data representing one of a digital image and scanned information.

39. (Previously Presented) The apparatus of claim 19 further comprising:

H. program logic configured to present an image of the card in combination with the received modifications to the card.

40. (Previously Presented) The apparatus of claim 39 wherein (H) comprises:

(H1) program logic configured to present an image of the card in combination with the received modifications to the card in WYSIWYG format.

41. (Previously Presented) The apparatus of claim 19 wherein the data defining modifications to the card comprises data representing one of a digital image and scanned information.

42. (Previously Presented) The apparatus of claim 19 wherein the data associating the card with the item ordered on line is selected from selected from the group consisting of a card identifier, modification identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.

43. (Previously Presented) The apparatus of claim 19 wherein (G) comprises:  
(G1) program logic configured to print on a side of the card a reference to a data value selected from the group consisting of a card identifier, modification identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.

44. (Previously Presented) The method of claim 25 wherein (D) further comprises :  
(D1) printing, on a panel of the card, a reference to a data value data selected from the group consisting of a card identifier, modification identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.

45. (Previously Presented) The method of claim 44 wherein (E) further comprises:  
(E1) using the reference to the data value printed on the card to match the printed card with the item that has been ordered online from the vendor web site and which is associated with a recipient.

46. (Previously Presented) The method of claim 29 wherein (G) comprises:  
(G1) authorizing matching and combining of the printed personalized greeting card and the item ordered online.

47. (Previously Presented) The method of claim 35 wherein the data associating the at least one item ordered on line with the identified greeting card is selected from the group consisting of a greeting card identifier, personalized modifications identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.



48. (Previously Presented) The method of claim 36 wherein the data associating the at least one item ordered on line with the identified greeting card is selected from the group consisting of a greeting card identifier, personalized modifications identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.

49. (Previously Presented) A computer program product for use with a computer system operatively coupled to a computer network comprises a computer usable medium having program code embodied thereon, the program code comprising:

- A program code for storing a plurality of cards in a computer memory;
- B. program code for allowing network access to the plurality of cards;
- C. program code for receiving data identifying one of the plurality of cards and further defining modifications to the card;
- D. program code for receiving data associating the card with an item that has been ordered on line from a vendor web site, the identified card selected independent of the item ordered on line;
- E. program code for transmitting, over a computer network to a system located where the item ordered on line is located, one of the data identifying the card and modifications to the card, and the data associating the card with the item has been ordered on line; and
- F. program code for printing, at the location where the item ordered on line is located, the modified card to enable matching and shipment of the printed modified card with the item ordered on line as a combined package.

50. (Previously Presented) The computer program product of claim 49 further comprising:

- G. program code for presenting an image of the card in combination with the received modifications to the card.

51. (Previously Presented) The computer program product of claim 50 wherein (G) comprises:

(G1) program logic code for presenting an image of the card in combination with the received modifications to the card in WYSIWYG format.

52. (Previously Presented) The computer program product of claim 49 wherein the data defining modifications to the card comprises data representing one of a digital image and scanned information.

53. (Previously Presented) The computer program product of claim 49 wherein the data associating the card with the item ordered on line is selected from the group consisting of a card identifier, modification identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.

54. (Previously Presented) The computer program product of claim 49 wherein (F) comprises:

(F1) program code for printing on a side of the card a reference to a data value selected from the group consisting of a card identifier, modification identifier, recipient identifier, item identifier, vendor transaction identifier, vendor identifier and vendor network address.